



IOWA DENTAL ASSOCIATES

- FOUNDED BY DR. SHAUN O'NEILL IN 2018 (2 LOCATIONS)
- AS OF 2022, SEVEN OFFICES WITH 15 DOCTORS
- STARTED WITH A SINGLE LOCATION AND IS NOW SPREAD ACROSS RURAL IOWA
- PROVIDES EXAMS AND CLEANINGS, TEETH WHITENING, DENTURES, VENEERS, AND DIGITAL DENTISTRY (SAME DAY CROWNS, 3D IMAGING, FULL ARCH REHABILITATION)

DATA-DRIVEN SUCCESS: IOWA DENTAL ASSOCIATES AND JARVIS ANALYTICS

Iowa Dental Associates uses Jarvis Analytics to get clear metrics, become more profitable and run a better organization.

Iowa Dental Associates is a group of small practices located throughout northwest Iowa. Started as a single practice in 2018, Iowa Dental Associates has since grown to seven different locations. Owner and founder Dr. Shaun O'Neill chose Jarvis Analytics to find insights, transparency and increased profit in his organization's growing data.

SUCCESS — AND GROWING PAINS

Like any ambitious new dental practice, Iowa Dental Associates aspired to grow after its start as a single rural location in 2018. Several mergers and acquisitions later, Iowa Dental Associates was a growing dental organization with seven locations and 15 doctors under its management. But as their geographic footprint increased, Iowa Dental Associates encountered new problems of scale and decentralization: Their practice management system data had become disorganized and opaque, with unclear metrics that were difficult to align with performance goals for employees, individual locations and the overall organization.

"It was challenging to get the data or metrics we wanted," Dr. O'Neill says. Even when management could get the right data, it was difficult to "share it with the team and get them to understand why we were measuring it, how we were measuring it and where

they were performing." What Iowa Dental Associates needed was an efficient, centralized way to analyze data and track metrics across multiple locations.

DAILY INSIGHTS WITH IMMEDIATE IMPACT

Dr. O'Neill and the team at Iowa Dental Associates turned to Jarvis Analytics to get real-time data they could act on — daily insights with immediate impact, not metrics that materialized a month after they were needed. Once they implemented Jarvis Analytics, both employees and leadership quickly noticed a difference. Data is now not only readily available, but also presented in an easily trackable format that gives team members clear actions for improvement.

"Every employee has a login, and we can customize exactly what they're seeing," Dr. O'Neill says. "We can hold them accountable for metrics easily."

JARVIS ANALYTICS AND DENTRIX ASCEND

In addition to using Jarvis Analytics, Iowa Dental Associates also uses Dentrix Ascend practice management software to harmonize management and data across all their practice locations, to function efficiently as they expand.

Dentrix Ascend is a cloud-based management system that offers outstanding dental imaging tools, patient communications, front office features and more.

As Dr. O'Neill says, "I think what Dentrix Ascend offers is absolutely the best thing for any group practice looking to scale and grow."

Learn more at www.JarvisAnalytics.com.

REDEFINING PROGRESS WITH THE BIG PICTURE

Because the platform supports centralized interoffice communication, Iowa Dental Associates can start seeing the bigger picture in its data. It gives the organization the insights it needs to redefine progress.

"It allows us to communicate about office performance and office metrics," Dr. O'Neill says. "We can reshape those definitions and how we want those metrics analyzed at the locations specifically."

SIMPLICITY THAT WORKS

Jarvis Analytics is designed with simplification and automation in mind, and it's those elements that Iowa Dental Associates has come to appreciate most.

"Jarvis Analytics is super user friendly, more than any other analytics software we've used in the past," Dr. O'Neill says. The dashboard allows Dr. O'Neill to customize the platform experience — from metrics analyzed to KPIs to goal-setting — to highlight the things that are important to Iowa Dental Associates and each team member.

CASE STUDY

BENEFITS BEYOND THE FRONT OFFICE

In addition to transparent and actionable metrics, Jarvis Analytics gives Dr. O'Neill and his team more room to focus on providing the best quality care to patients, from re-care to periodontal maintenance programs. Jarvis Analytics makes it easy for Dr. O'Neill to answer his common concerns about patient care and retention: "Are we getting patients back in? Are we following up with those patients?" he asks. "Jarvis Analytics improves our ability to track and monitor our care for each individual patient."

Jarvis Analytics also highlights revenue gaps Iowa Dental Associates didn't even know about. "Our hygiene recall percentage was lower in a couple of offices; we thought it was higher than it was," Dr. O'Neill says. Targeting newfound items like these helps Iowa Dental Associates "become more profitable and run a better organization."

CONTINUED GROWTH WITH METRICS THAT MATTER

Expanding from one location to seven in just a few years is an exciting multiplication of revenue, but it also multiplies issues around managing data. Luckily, Jarvis Analytics was able to give Iowa Dental Associates the real-time insights it needed and uncover potential cost savings.

"For any dental company that's looking for analytics, improved data and improved performance of key metrics at their locations," Dr. O'Neill summarizes, "Jarvis Analytics is a simple way to hold your team accountable to metrics, set goals for teams and really teach them what those metrics mean and how those metrics help their office perform."

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